Dexecure

Dexecure improves website performance by 35% for Tickled Media

Overview

Company	Tickled Media
Website	https://tickledmedia.com
Founded	2009
Headquarters	Singapore
Industry	Online Media
Dexecure Services	Website Acceleration

Key Results

+ ~17% increase in monthly website visitors

+ ~8% increase monthly revenue in 2019

+ Reduced bandwidth consumption (8.8 TB) for end users

+ 35% faster website through optimization techniques using latest web technologies

+ Better user experience for end users

Goals

"We wanted to speed up site loading times and provide a good experience for visitors to the site"

Alvin De Cruz - Head of Engineering at Tickled Media

Tickled Media - a market leader in parenting content

Tickled Media started in 2009 as a digital platform creating content for parents across websites, app, and social media platforms. They have an international team of nearly 200 Ticklers, spread out across 12 countries: Singapore (HQ), Thailand, Philippines, Malaysia, Indonesia, Vietnam, Hong Kong, Sri Lanka, India, Taiwan, Japan & Nigeria.

Their flagship brand, theAsianParent, (available in 11 local languages) reaches over 12 million monthly users. Other fast growing brands include Asian Money Guide, HerStyleAsia, & Nonilo.

Need for Performance Optimization

Tickled Media has experienced an incredible growth over the last few years. Largely, because of the unique value proposition of 'remarkably right' content for Asian women offered in a variety of local languages. Their websites would need to run at lighting fast speed to meet the high expectations of the Tickled Media's users.

"Visitors from places with slower internet speeds were having issues with loading our image-intensive articles. If the pages took too long to load, it would drive them to other sites to consume the content they wanted. This would cause us to lose visitors in Indonesia, India & Philippines where internet connection speeds vary greatly."

Alvin De Cruz - Head of Engineering at Tickled Media

In the middle of 2018, users were experiencing a load time of 20 seconds, 35% slower than the average website load time.

Dexecure's Solution

Tickled Media chose Dexecure because of its expertise in seamlessly speeding up websites. Dexecure's proprietary and cutting edge technology is easily implemented and is compatible with any device or browser. Furthermore, Tickled Media's developers could focus on building their website with features rather than having to focus on website performance.

Dexecure's solution automatically optimised images, fonts, CSS, JavaScript & third party assets for all of Tickled Media's websites including theAsianParent, Asian Money Guide, HerStyle Asia & Nonilo.

> "
> All our assets like images, JavaScript and fonts were properly optimised for different users. This resulted in faster loading times for our sites. Even some of our third party scripts are being optimised by Dexecure. Visitors can now load a page quickly and navigate to other pages within our sites without the previous lag due to large images being downloaded.
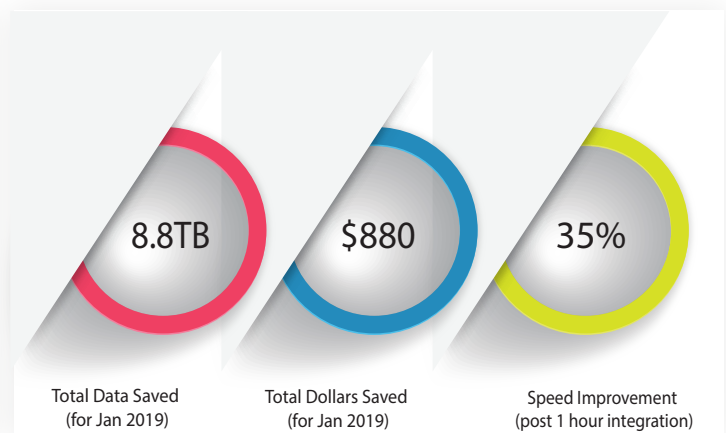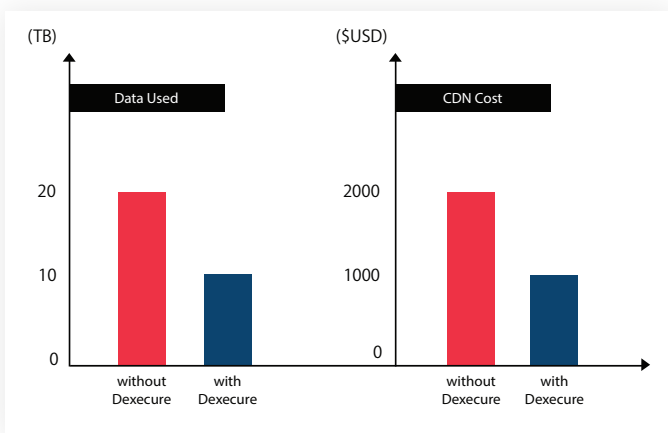>
> - Alvin De Cruz, Head of Engineering at Tickled Media
> "

The Results Exceeded Expectation

Dexecure's Web Acceleration solution was able to address Tickled Media's performance issues and the results exceeded expectations: after integrating Dexecure, the website loading time improved by 35%. Dexecure was able to offload 8.8 TB of the bandwidth, thereby significantly easing the load for their end users.

Dexecure has also increased the number of page views by ~17% each month after integrating Dexecure. This has led to an increase in Ad revenue by ~ 8% in 2019 compared to 2018. Collaborating with Dexecure has helped Tickled Media to be one step closer in achieving their goal to go mainstream and further grow their user base.

8.8TB	$880	35%
Total Data Saved (for Jan 2019)	Total Dollars Saved (for Jan 2019)	Speed Improvement (post 1 hour integration)

About Us

Dexecure is a leading software-as-a-service(SaaS) company that uses proprietary, cutting edge technologies to automatically optimise high-traffic websites. Dexecure is a YCombinator Fellowship alumnus and is supported by leading venture capitalist firms like Cocoon Capital and Walden International.

In the ever-changing landscape of network protocols, browser features, and platforms, Dexecure seamlessly integrates, continuously optimizes and adapts website assets to proivde more page views, conversions, increased revenues and happier users.

Dexecure is headquartered in Singapore. For more information please visit: https://dexecure.com.

Get in touch with us to speed up your website

Sales@dexecure.com
+65 9362 8233
+65 87482304